



JOE THESE DATES ON YOUR

CALENDAR



Mon., Sept. 7 — Labor Day. Club-house closed.

Wed., Sept. 9 — Press Forum. Labor columnist **Victor Riesel**. Look magazine's **Ernest Dunbar**. Reception, 6:15, dinner, 7:00, program 8:00 p.m.

Riesel's topic will be "Personalities and Politics;" Dunbar's, "Africa's Attitude Toward America." Milton Bracker, N.Y. Times, will join the forum, assignment permitting, to discuss the "Central African Federation."

Wed., Sept. 16 — Reception. Sixteen South American Editors and Journalists. 6:15 p.m.

The men are in the U.S. to attend The American Press Institute Seminar at Columbia University. The reception has been planned by the Foreign Journalists Liaison and Inter-American Affairs Committees.

Tues., Sept. 22 — Reception. Photographer **Margaret Bourke-White**. 6:15 p.m. (See story, page 3.)

Thurs., Sept. 24 — Book Night. *The Frozen Revolution*, by **Frank Gibney**. Cocktails, 6:30 p.m. Dinner and discussion 7:30 p.m.

IKE UK PRESS BRIEFINGS ANGER NEWSMEN; PROTEST TOO LITTLE HARD NEWS ON TALKS

Despite the love affair between President Eisenhower and Western Europe, relations between the European and U.S. press on the one hand and the official government briefing officers on the other have cooled to virtual divorce status.

News men, in almost unprecedented outbursts, protested to the Presidential Press Secretary James Hagerty, Harold Evans, spokesman for British Prime Minister Harold Macmillan, and Peter Hope, British Foreign Office spokesman, on Sunday and Monday that they were getting little hard news on the leaders' conferences.

Press-by-Proxy Affair

This was the gist of reports from the AP, UPI, N.Y. Times and stories carried in *Newsweek* and British and European newspapers.

Generally speaking, the present trip of Eisenhower as conceived by Hagerty has been a press-by-proxy affair except for a meeting with the press held in Bonn before the President's three-day visit with the British Prime Minister. Since then, the coverage of

Eisenhower's European visit has consisted of nothing but the "innocuous" which has "sent newsmen tumbling for the phones," according to *Newsweek*.

Hagerty and Hope, at a press conference on Sunday attended by 300 correspondents, received strong complaints over "bottling up of information on talks," according to the *N.Y. Times*. A British correspondent asked Hagerty: "Are any of us to take these briefings seriously? Are we going to hear anything about the great international issues, or are we to hear simply what they ate? I want a straight answer for once!"

"I would expect that the two principals engaged in these conversations will give an informal report tomorrow evening when they go on television," Hagerty replied, according to the *Times*.

"...To Listen to a Few Jokes..."

"You are answering 'yes' to my question that these briefings do not matter," the Briton persisted. "Four hundred press men have assembled here at great expense from all over the world to listen to a few little jokes, and we

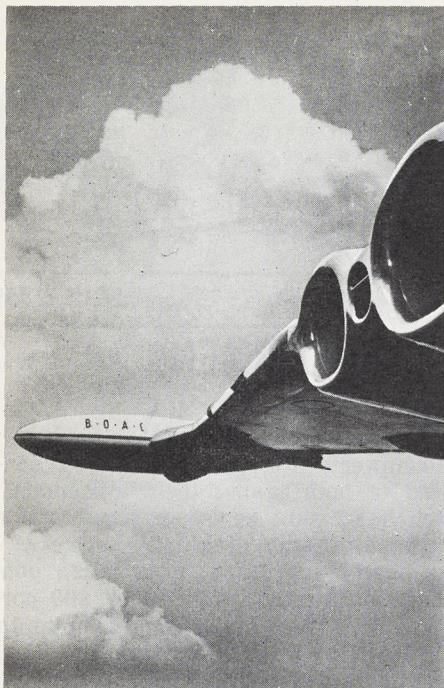
(Continued on page 2.)

The Hagertorium . . .



Presidential Press Secretary James C. Hagerty (second from left) talking with newsmen during briefing. Scene is a borrowed revival tent in London on grounds of Carlton House Terrace, dubbed "The Hagertorium" during Eisenhower visit.) Next to Hagerty is Harold Evans, Press Secretary to Prime Minister Macmillan.

Photo: London Express from Pictorial Parade.



Jetliners serve the Airborne Press

JETLINERS are news. Hot news! We've had our share of the headlines. And we're grateful.

Here are the two latest BOAC planes which serve the airborne public...and the airborne press:

- COMET 4—"Pure jet."
- BRITANNIA—"Jet-prop."

Do you get assignments in Europe? In Africa, Asia...or anywhere in the world? Fly BOAC—and get right to the news—in a hurry!

For your convenience there are BOAC offices in these U. S. and Canadian cities:

Atlanta, Boston, Chicago, Dallas, Detroit, Los Angeles, Miami, New York, Philadelphia, Pittsburgh, San Francisco, Washington, Montreal, Toronto, Vancouver, Winnipeg.

World Leader in Jet Travel

B·O·A·C

takes good care of you

PRESS BRIEFINGS

(Continued from page 1.)

get no information," the *Times* continued.

Hagerty "sympathized" with the reporters, the *Times* said, but said "the talks are informal and most of them have been of a private nature between either two or four men, and until we are told by our principals to give information, we have to do as instructed," Hagerty was quoted. "Other reporters joined in the criticism," the *Times* reported.

"A Deplorable Precedent"

When it was announced in London Monday by Hagerty that Eisenhower had decided against meeting with newsmen, and no explanation was offered, one British newsman said that "President Eisenhower was setting a deplorable precedent and...he and Mr. (Harold) Macmillan were evading reporters by going on television and radio," according to an AP report in the *Times*. "That brought a round of applause and cheers from the crowd of newsmen," the report continued.

Newsweek said of the Eisenhower visit to the United Kingdom: "For all the pinpoint arrangements and hoopla, the press briefings turned up little hard news about the Eisenhower-Macmillan talks. Instead, odd, tongue-in-cheek tidbits were what emerged."

"The Hagertorium"

British newspapers complained that "the Hagertorium" was feeding them on crumbs of gossip, the *N.Y. Herald Tribune* said. "The Hagertorium" is what some 400 newsmen are calling Carlton House Terrace, the press center for the Eisenhower-Macmillan talks and the headquarters for Hagerty.

The TV talk, held Monday night by Eisenhower and Macmillan in lieu of press conferences or a joint statement, was described by the *N.Y. Herald Tribune* as a "folksy chat" and turned out to be little more than oft-repeated statements and platitudes; that Macmillan favored a summit meeting; that Eisenhower would go anywhere in Europe as well as to Moscow for peace; that there must be a hopeful outlook if summit talks are to be held.

"The World Will Have To Wait"

Doris Fleenon in the *N.Y. Post* wrote of the TV talk: "Two charming elderly gentleman sat down in a historic drawing room and developed for the peoples of the world the theme of the West's devotion to peace and justice...The things which divide were unmentioned; the things which unite were stressed. No hint or clue about the means to their noble ends escaped either man.

"Since this TV broadcast was of-

fered as a substitute for a press conference or a communique, the world will have to wait a little longer to learn how the President and Prime Minister propose to achieve their aims."

Ray Shaw's Pix At OPC

An exhibit of children's photos by Miss Ray Shaw opened in the stairway gallery Sept. 1. Captioned "Children of All Nations," the exhibit features youngsters from many lands and races.



RAY SHAW

of President Franklin D. Roosevelt are in the Roosevelt Museum at Hyde Park.

Miss Shaw, former art chairman of the Woman's Press Club of New York City, is also a sculptor, specializing in hands. Her subjects include Joe Lewis and Lily Pons. Her sculptured hands of President Franklin D. Roosevelt are in the Roosevelt Museum at Hyde Park.

Reception on Sept. 14

Among other credits, she was commissioned to execute the "Children of Good Will" exhibit for the National Conference of Christians and Jews. She was also responsible for the photographic series accompanying the Muscular Dystrophy Campaign and Herald Tribune Fresh Air Fund.

The OPC exhibit was arranged through Ben Cohen and Will Yolen, and the Open House Committee.

There will be a reception for photographic writers and others interested on Monday, Sept. 14, from 5:00 to 7:00 p.m.

MRS. KNORR NAMED

Betty Luros Knorr has been named women's editor of the new English-language daily, *San Juan* (Puerto Rico) *Star*, which will appear beginning Nov. 2. Gardner Coules is financing the paper.

Mrs. Knorr was formerly associated with the *Army Times* publications in Frankfurt, Germany.

Hal Lehrman was on NBC's hour-long TV discussion program, "The Open Mind," with New York's Senator Javits.

The Overseas Press Bulletin is published weekly by The Overseas Press Club of America, Inc. Subscription price: OPC members, \$8.00; non-members, \$20.00. Address: The Overseas Press Bulletin, 35 E. 39th St., New York 16, N.Y. Tel: MU 6-1630. Cable: OVERPRESS NEWYORK.

Issue Editor: Allyn Baum.

Managing Editor: Barbara J. Bennett.

PEOPLE & PLACES

Former UPER *George Salemo* awarded a four-month residence fellowship at Huntington Hartford Foundation, Pacific Palisades, Calif. beginning March 1960 to finish a novel...*Eleanor Rawson* nominated for *Who's Who of American Women*...*W.L. White*, Emporia (Kans.) *Gazette*, back from a five-week survey of Britain's economic recovery and industries for *Reader's Digest*...*Gary MacEoin* listed in seventh edition of *Who's Who in the East*.

Henry M. Christman's book, *The Public Papers of Chief Justice Earl Warren*, published by Simon & Schuster, received major reviews in top publications; Christman is editing a collection of papers on the career of John P. Altgeld, Governor of Illinois in the 1890s, for spring publication by University of Illinois Press...*J.D. Sanderson's* collection of true World War II pieces on cloak and dagger raiding groups, *Behind Enemy Lines*, published by Van Nostrand...Photographer *Dick Hanley* on magazine assignment to Campobello Island, New Brunswick, Maine, slept in Frank D. Roosevelt's bed...*Ted Ediger*, AP, to Chicago to cover Pan American games...*Norman Lobsenz* back in New York after six weeks in Africa, Greece and Denmark on TV series, children's books and magazine articles; he's now working on non-fiction book.

Dr. Harold J. Highland, director of Graphic Communications Center, appointed lecturer in PR at Long Island University Graduate School...*Wilfred May* heads sessions at New School next semester entitled "Managing Your Money: Investing in Today's Markets."...Freelance photographer *Sheldin M. Machlin* to Europe and North Africa in October on news and industrial photo reporting assignments...

Lester Ziffren, PR for Braden Copper Co., Chilean subsidiary of Kennecott Copper Corp., named professor at School of Political and Administrative Sciences of University of Chile, Santiago; he'll give a course in PR in Spanish...NBC TV's *Arlene Francis* interviewed *Gilbert Jonas* on her "Today" show last week...*Phil Wasserman*, PR for Reach, McClintion advertising, became father of daughter, Janet Marcy...*Henry Gellermann*, Bache & Co. PR, to Europe to visit his company's offices.

CBS News' *Bernard Eismann* ran into Carter Davidson, former APER now with Chicago Council on Foreign Relations; they reminisced about Middle East - Davidson covered Arab-Israel War in 1947-49...*Ben Grauer*, NBC, to Moscow to tape interviews for "Monitor" and other shows...*Bernard S. Redmont*, Agence France Presse and Radio Press Int'l., interrupted his vacation on Spain's Costa Brava to fly from Barcelona to Bonn to cover President Eisenhower's

NEWSMEN, MORRIS, HANDLER ADDRESS OPC



The N.Y. Herald Tribune's Middle East correspondent, Joe Alex Morris, Jr. (left) and Meyer Handler, the N.Y. Times' Vienna correspondent, spoke at an OPC Press Forum Aug. 25. The men, in New York on home leave, were invited to address the Club as part of its new Press Forum series. Morris' topic was "The Egyptian Revolution Today;" Handler's "Vienna and the Satellites."

European trip.

Michael (Tony) Vaccaro, Look, on three-month assignment in Europe covering fashions...Official Hungarian indignation over Akron Beacon Journal's *Helen Waterhouse's* series on Hungarians who emigrated to the U.S., lived a while in Akron, then returned to Hungary, has been sent to Washington by the U.S. Legation in Budapest.

Arthur Schatz, formerly with Black Star photo agency, established his own photographic agency - Photography U.S.A., Inc....Author *Alden Hatch* completing *The Circus Kings* with Henry Ringling North, to be published by Coward-McCann...*Ruediger von Wechmar*, German press and information officer in New York, is back at his desk after a swing through Western Europe, including work as German spokesman at both Geneva conferences and during Eisenhower's visit to Bonn.

John R. Barrington, new PR director for Teleprompter Corp., to Sweden to handle press relations for Jack Dempsey and party negotiating Ingemar Johansson-Floyd Patterson return bout...*Stars & Stripes' Marty Gershen*, in U.S. since February to set up a Washington news bureau and then go on home leave, returned yesterday with his wife and family to Darmstadt *Stars & Stripes* headquarters.

Sumner J. Glimcher, president of Radio Press Int'l., and Noel Bernard, vice president for Foreign News, resigned as officers and directors of RPI...Photographer *Charles E. Rotkin* to Europe and Scandinavia for pictures.

Club Gala Will Honor Margaret Bourke-White

Life Photographer *Margaret Bourke-White* will be honored by the OPC at a "Peggy's Back" night on Sept. 22.

Miss Bourke-White, who recently underwent brain surgery for Parkinson's disease, which she had had for seven years, is being greeted upon her recovery by an all-Club gala.



OPC Secretary *Will Yolen* announced "all house rules will be waived for the evening except the bad check rule." An OPC jazz group, the Many Splendored Stompers, will be part of the evening's festivities. There will be a buffet and bar on each floor of the Club.

Victory Over A Disease

The disease which attacks the nerves and creates paralysis and shaking had been considered incurable. Last year, Miss Bourke-White heard of a New York surgeon, Dr. Irving S. Cooper of New York University and St. Barnabas Hospital, who developed a system of brain surgery which resulted in improvement of 80% of Parkinsonians. She underwent the operation, subsequently witnessing the same operation on another patient, and today is able to "practice the simple blessed business of living and working again."

Award For Achievement

In her letter accepting the Club's invitation, she wrote "I throw and catch balls while I'm walking and running" and do shoulder rolls - "little brothers to the back somersault." She'll demonstrate these accomplishments at the party.

Club members and a number of guests will be invited to attend the party, beginning at 6:15 p.m. Early reservations are recommended.

Miss Bourke-White recently received a special honor from Theta Sigma Phi (the national fraternity for women in journalism) - the Distinguished Achievement in Letters. The award was made at the fraternity's 50th anniversary convention in Seattle.

UPI's STANNARD TO PAKISTAN

R.E. Stannard, Jr. has arrived in Karachi to take over as UPI manager in Pakistan, it was announced last week.

He has served in the UPI San Francisco bureau and as night editor in the UPI Sacramento bureau.

MY MISSION TO MOSCOW WAS "MADE" BY A KID'S "GOOD MORNING"

by Nick Ruscio
Chief Photographer, UPI Commercial
Photography Division

New York

The assignment was: Shoot nearly 1,500 stills and 800 feet of 16-mm movie film for 47 exhibitor-clients at the U.S. Exhibit in Moscow in ten days and see that it gets back to New York without becoming snarled in Soviet red tape.

As soon as I got across the USSR border I learned what a tough assignment this was going to be. No one can dodge red tape in Russia. But we made it.

I shall never forget the trip or, especially, a blond, blue-eyed budding photographer and friend of America. His name was Vova Zimmerman and his age was 12.

A Friend of America

It was on the opening day of the fair — and after I had had considerable trouble lining up a permanent pass for myself — that I first headed for Sokolniki Park. I was loaded down with a Mamiyaflex twin-lens camera with three pairs of interchangeable lenses, a 16-mm Bell and Howell Filmo movie camera, a light meter, film, a Heiland Strobonar 72-A flash unit, and a tripod.

As I approached the entrance to the big American show a voice behind me said in halting English: "Good morning. Ticket please?"

One look at the clear-eyed, bushy-haired youngster made me wish I had a dozen of the rare tickets to offer him. The best I could do was hire him on the spot as a photographer's assistant.

Vova insisted on carrying the heaviest of the camera cases and tagged along behind as we approached the ticket-

taker. I flashed my pass and nodded toward the youngster bringing up the rear. The flustered ticket-taker called a hurried conference in Russian with a fellow worker and finally, without a smile, waved the two of us into the big park.

Once inside I figured I had served my purpose for Vova and attempted to reclaim my camera case so he could see the show, but he was not to be shaken off so easily. Instead, he made it plain in limited English and animated sign language that he was my body guard, guide, interpreter, caddy, general handy man and friend for life. Not only did he pick out the heaviest camera bag to carry but he took all the equipment and scolded in a mixture of English and Russian when I offered to give him a hand.

By the end of the first day Vova knew when I wanted the light meter from the kit as well as the experienced caddy knows when to reach for the sand-blaster. It was growing dark when the eager little Russian spoke up again. "What time tomorrow?" he asked.

"Ten o'clock," I said holding up ten fingers.

A Kid's Fairyland

The next morning it was Vova who opened the door of the taxi as it rolled to a stop in front of the exhibit. "Good morning" he smiled. "Yes!"

The smile of a friend in that undulating sea of unsmiling strangers made it the best morning I had experienced since leaving New York.

Again Vova immediately set to work. He made a quick check of the equipment and, convinced that I hadn't forgotten anything, picked it up and headed through the gate. I noted that his clothes, although below American standards, were better than those he wore the day before. He didn't want to embarrass his American friend.

Once when he expressed interest in my 35-cent ball-point pen I tried to give it to him, but he accepted only after I agreed to take a couple of little Olympic Games sports tokens in return. He refused any money for his work, although he did accept with obvious pride a few U.S. coins — most of them pennies.

The next day I thought I had lost Vova forever. Some of the American exhibitors gave me a ride to the park from the hotel and we went in by another entrance. All morning I worked alone photographing exhibits for UPI clients. I found myself casting an anxious eye toward the Pepsi-Cola dispenser, which was one of Vova's favorite attractions at the exhibit, but I knew all along that without the help of the American photographer Vova could not get it.

"GOOD MORNING"

Once while focusing on the ground-glass of the Mamiyaflex at an Owens Corning exhibit I thought I saw a bushy crop of blond hair bobbing toward me through the crowd, but I knew it could not be my No. 1 assistant.

And then that familiar voice behind me: "Good afternoon!"

The rest of the day seemed to go better. I wonder if Russian boys ever experienced the thrill of sneaking under a circus tent while the roustabouts looked the other way.

"What time you leave?" Vova asked the last day. "I go airport." I protested weakly, but Vova went airport and was the handy little helper right to the last.

I had a couple of meal coupons left and treated him to what was probably his first meal in such a fine dining room. Still he was too proud to accept something for nothing and gave me a wristband he was wearing. I offered him the small amount of Russian money I had left and he refused as graciously as a 12-year old boy can refuse anything he would really like to have. He scrambled into the cab behind me and insisted on personally handling my luggage.

At the airport fence where well-wishers usually gather for their farewells I tried to say good-bye to Vova, but he could not comprehend. Men in uniform saw to it that people without plane tickets remained behind the barrier and I walked through the gate to the waiting plane, trying to think of something I could have done to show my appreciation to my faithful assistant who was probably watching me through the steel mesh fence.

I was climbing aboard the plane when someone tugged at my jacket.

"Good-bye," Vova said.



Russian teen-ager Vova Zimmerman greets American fashion model Marsha Hunt at Moscow's Sokolniki Park.



Ruscio catches reaction of Russians at U.S. Exhibition's fashion show in Moscow.

Dateline Washington

The State Dep't. protocol office has decided to limit the press attendance at a luncheon on Sept. 16 for Soviet Premier Nikita S. Khrushchev.

Previously when chiefs of state or heads of government were in the U.S. on official visits, the joint committee of press, radio and TV were hosts at a reception open to the entire Washington press corps which totals over 1,000 men and women.

1.4 Women to 10 Men

The all-male National Press Club will allow 30 newspaper women on the floor of the club for the first time in history. A maximum of 220 seats is available, thus the proportion will be 1.4 women to ten men. Clubs involved in the Khrushchev luncheon besides the National Press Club are the Women's National Press Club and Overseas Writers.

National Press Club President William H. Lawrence, N.Y. Times White House reporter, says the Club is insisting on retaining control of the question and answer period to follow Khrushchev's address.

Mrs. Richard Nixon was the honored guest last week at a luncheon of the Women's National Press Club. Three newswomen who accompanied her and the Vice President on their recent visit to Russia gave behind-the-scenes reports on the trip.

Mrs. Nixon Never Tired

The byliners were Frances Lewine, AP, who told of cable and line difficulties; Ruth Montgomery, Hearst Headline Service, who described Mrs. Nixon as the "only woman besides Eleanor Roosevelt who doesn't know the meaning of the word 'tired,'" and Jinx Falkenburg, who recalled that Mrs. Khrushchev commented, after the six-hour talks between Khrushchev and Nixon at the former's dacha, that it was the first time she had heard "such conversation" between her husband and other leaders.

Rep. Charles O. Porter (D., Ore.) asked the U.S. District Court last week to rule the State Dep't. has no right to deny him a visa to Communist China.

Congressman Porter vs State Dept.

The State Dep't. refusal of a visa to Porter cited the recent U.S. Court of Appeals decision upholding Presidential power to refuse a visa to newsmen William Worthy, Jr. Porter, however, said he wants the visa as a member of Congress charged with the duty to vote on foreign policy issues.

At Porter's request, the State Dep't. sent him a list of 41 U.S. news correspondents whose passports have been

validated for travel to Communist China. Porter said on the House floor: "If 41 journalists can have Executive permission to go to China, why cannot a Member of Congress receive the same permission?"

A Reuter report in the *Times of London* said that Porter, in addition to requesting the U.S. District Court to rule on the right of the Government to withhold his passport, filed a civil suit for \$10,000 against Christian Herter as Secretary of State for denying him his passport in this affair.

Jessie Stearns

CLASSIFIED



FOR RENT: Charming, air-cond. 3-rm. apt., Rego Pk. Nr. subway, 20 min. to Rockefeller Center. Lease or sub-lease, \$135 mo., 2 mos. security. Ideal for 1-2. Call Buchholz, PL 7-1111, x 267 at night, or home TW 7-2413.

FOR SALE: Karmann Ghia 1957. Black. Excel. cond. R/H 26,000 mi. \$1,650. Gellert, PL 7-3700, eves. at MA 1-7230.

WANTED: 2-bedrm. furn. apt. for 6 mos. to 1 yr. TE 8-0811.

Classified ads billed at 50¢ per line. Copy, in writing, must be submitted no later than Tuesday noon. Ads accepted from OPC members only.



JULIEN BRYAN

Will talk with and show his sensational New Documentary film—

"Miracle in Poland"

1936 PEACE

1939 WAR (Bryan's "Siege" of Warsaw)

1946 RUINS

1959 THE RETURN

This film will be shown by Bryan this fall and winter in 50 major U.S. auditoriums, including Carnegie Hall, New York; Orchestra Hall, Chicago; and The Academy of Music, Philadelphia. See "LOOK"—Sept. 1st issue.

Fee \$500

Write to:

INTERNATIONAL FILM FOUNDATION
1 East 42nd Street, New York 17, N.Y.
OXford 7-6820

Children's Village

The Children's Village at Dobbs Ferry, New York, is entering its 109th year of service in providing care and treatment for disturbed and neglected youth. Since 1851, the Children's Village has pioneered in child welfare, using the most up-to-date treatment available. Over 55,000 children have received desperately needed guidance and understanding with the result that most of them have returned to society as useful, productive, law-abiding citizens.

Helping to enlist the support of the American people for this trail-blazing institution is

Harold L. Oram, Inc.

Public Relations • Fund Raising

8 West 40th Street

New York 18, New York

for twenty years associated
with the great ideas and movements of our era

*Real
Estate
is
Everybody's
Business*

WEBB & KNAPP Inc.

if

you need financial facts,
figures or background
information for your

- * news story
- * column
- * broadcast
- * telecast

Can we help you? Call on
Henry Gellermann,
Public Relations Director

BACHE & CO.

Founded 1879

36 Wall Street, New York 5, N. Y.

Teletype: NY 1-2733 Cable: BACHECO

Ten Rules of Health

Ten rules of health for daily practice, formulated specially for the newspaper profession, were set forth in a recent issue of *Editor & Publisher* magazine. Dr. Joseph G. Molner, author of a syndicated daily health column, "To Your Good Health," which appears in 150 newspapers is the author.

He writes as follows:

(1) *The "C. and C. habit."* That's the coffee and cigaret habit. I'm putting it first ... because it is an insidious habit that creeps up gradually ... The tension of the business is conducive to heavy smoking ... heavy smoking is related to fatigue, due to a drop in blood sugar, and the spastic effect of nicotine on the arteries. ... EXCESS caffeine can cause jitters and irritability, elevate the blood pressure, cause an abnormally fast heart beat.

The Needs of the Body

(2) *Exercise.* Newspapermen, of course, don't play golf to "entertain customers." They don't join a country club because "it's the thing to do." What's important is that the human body needs exercise to stay at maximum efficiency. In newspaper work, because your hours may not agree with everyone else's, you usually don't join a bowling league, or play for the company's baseball team, or what-not. All the same, I know some healthy newsmen who find other friends with suitable free hours, and play tennis, golf, or what have you. Or they hike, garden, swim, chop wood or do push-ups.

Dividends in Health

(3) *Diet.* The seven basic foods (are important); Protein; green vegetables; yellow vegetables; fruit; milk; fat; cereals. The "seven basic foods," over the years, pay dividends in health. Get some of each every day, and you needn't worry about vitamin deficiencies. But the fellow who has coffee for breakfast, a couple of hamburgers at his desk for lunch, and a steak and a double Martini for dinner — well, it may take 15 or 20 years for Nature to make him pay for it, but Nature will do it.

(4) *Regularity.* If a man doesn't want to be awakened at night, or be asked to work long hours on occasion, and miss meals, he'd better not be either a doctor or newspaper man. But he must learn, if he goes into either of these professions, that a pattern of regular hours, except for the exceptions, is a necessity.

If you must lose a lot of sleep at times, you can do it without wrecking your health ... But you have to make up for that lost rest.

(Continued on page 7.)

Remington Rand—the business that serves all business — can play on the newsman's team, too! More than 600 branches in just about every country of the free world, plus a continually growing investment in overseas plants and manufacturing facilities, insure an intimate knowledge of each country and its personalities.

Whether it's just relatively simple information you want, or help in digging out hidden facts, our local representatives are ready and willing to lend a hand. Call or wire Arch Hancock, Director, Public Information at New York Headquarters. He'll point you in the right direction.

Remington Rand
DIVISION OF SPERRY RAND CORPORATION

315 Fourth Avenue, New York 10, N. Y.

*The foremost name
in photographic
reporting ...*



UNITED PRESS INTERNATIONAL

*Commercial Photography
Division*

**OFFICIAL PHOTOGRAPHERS FOR
THE OVERSEAS PRESS CLUB**

**WORLD HEADQUARTERS
461 EIGHTH AVE., NEW YORK, N. Y.**

*Roy Mehlman, Director
Commercial Photography Division*

PLACEMENT

No. 471 PR Publicity. Solid background in all phases of commercial media, idea writing and placement necessary. 30/40 yrs. Current connections and executive abilities. \$10,000.

No. 472 Researcher-female. Skilled, exp. *Time*, *Life* or *Fortune* editorial researcher to do imaginative job of fact digging, organization and personal interviewing for book project on brief history of Civil Engineering. \$150.00.

No. 473 Editorial copywriter. For advertising agency. Must have some medical background. Rewrite clinical reports. Abstract assignments. To \$7,000.

No. 474 Newspaper man/gal. Lots of rewrite work. Press releases and publicity. \$6,500.

No. 475 Publicity/PR. Man with extensive newspaper contacts among all media including business and consumer magazines for rewriting material suitable for the particular publication at which it is directed. N.Y. office where he will be news editor. \$10,000 area.

No. 476 PR Exec. Exp. must be in promotion and publicity (lawn appliance) both in consumer and trade publications and personal contact. \$12,000.

No. 477 Sec. for newspaper type mag. Good skills and ability to take over the office. \$100.00.

Call OPC, Muriel Matthews, MU 6-1614.

TEN RULES OF HEALTH

(Continued from page 6.)

(5) *Recreation*. Let's be pedantic, Recreation means just what it says: re-creation. After wakefulness, sleep. After using up energy, eat. After tension and stress, relax. After work, play.

(6) *Meeting stress*. Stress with a purpose is good for us. Stress without a purpose - jitters, worry, anxiety or fretting about things you can't help - that, I think, is the kind of "false stress" that contributes to ulcers, bad hearts, bad nerves, bad everything.

(7) *Alcohol*. ... the newspaper business exposes young men to a lot of alcohol...

Medically, alcohol is a sedative. It suppresses, and dulls things. But why go on? Those who have been through the mill know exactly what I mean. Those who don't will have to learn for themselves.

(8) *Air*. ... air, along with food, sleep and exercise, is a fundamental.

(9) *Weight*. After about the age of 25, you will progressively need just a little less food to supply your daily calorie requirements.

(10) *Mental health*. The main ingredients ... seem to be such things as a clear conscience; a lot of work and adequate rest; taking everything in moderation over the long pull; not getting obsessed with any particular thing, realizing that things balance off if you'll let them.

TREASURER'S REPORT



OPC operations for the month of July, 1959 resulted in a loss of \$701.85 in contrast to a net profit of \$3,104.09 for the same month in 1958.

Cash assets totalled \$77,103.50. Of this amount, \$14,053.79 was in our checking account; \$61,474.71 in savings accounts and \$1,575.00 on hand.

Members' equity stood at \$115,880.08 at the end of the month under review.

Net income for four months ending July, 1959 amounted to \$4,266.49 as compared with a net income of \$1,379.25 for the same period last year.

Operation of 33 E. 39th St. resulted in a loss of \$1,735.56 for four months ended July, 1959.

Franz Weissblatt, Treasurer

NBC ANNOUNCES APPOINTMENT

NBC has announced appointment of Eugene S. Jones as program manager for "Today," the two-hour daily network news and public affairs presentation.

GINIGER TO WEST COAST

Ken Giniger of Hawthorn Books is off on swing to West Coast and back, Sept. 9-Sept. 25, visiting authors and book-sellers.

Russell, Burdall & Ward

Bolt and Nut Company is the nation's largest independent manufacturer of industrial fasteners — bolts and nuts. It is a primary supplier to the automotive industry (the average car contains about 60 lbs. of bolts and nuts). RB&W has also pioneered in the development of "high strength" bolts as a replacement for riveting in structural steel erection.

Helping tell the story of
Russell, Burdall & Ward Bolt and Nut Company
and other leaders
in American industry is the business of

Burson-Marsteller associates, inc.

New York • Chicago • Pittsburgh • Houston
PUBLIC RELATIONS



**TWA FASTEST JETLINER IN THE U.S.
BOEING 707**

Already flying millions of Jet passenger miles each week, TWA's mighty Jet fleet is growing by the hour!

TWA JETS
NOW SERVE

NEW YORK • CHICAGO • ST. LOUIS • WASHINGTON-
BALTIMORE • LOS ANGELES • SAN FRANCISCO
PHILADELPHIA • PITTSBURGH • KANSAS CITY

Gordon Gilmore
Vice-Pres. Public Relations
Trans World Airlines

FLY THE FINEST
FLY TWA
USA • EUROPE • AFRICA • ASIA



SOUTH ATLANTIC CONQUERED BY AIR

↑ MERMOSZ • DABRY • GIMIE
ESTABLISH FIRST COMMERCIAL
TRANS-ATLANTIC AIR SERVICE



SAO PAULO, BRAZIL, May 13, 1930
—The first trans-atlantic commercial flight became history this morning when Jean Mermoz and two companions landed at Natal at 6:12 after a flight of 20 hrs. and 16 minutes from St. Louis, in Senegal, Africa. The intrepid French fliers were eagerly awaited in Rio de Janeiro

FIRST IN INTERNATIONAL AIR TRAVEL! This year marks Air France's 40th Anniversary as the world's first international airline. During these 40 years, there have been many changes in equipment, routes and airline philosophy. But one thing remains constant. Air France still follows the great tradition of French leadership in aviation. That's why this year, when other airlines are making plans, Air France is making history with the fastest jets in Europe and the Middle East. Next year, Air France will cover the world's largest route network with one of the largest pure-jet fleets in the world.



AIR FRANCE

WORLD'S LARGEST AIRLINE/WORLD'S FIRST INTERNATIONAL AIR SERVICE